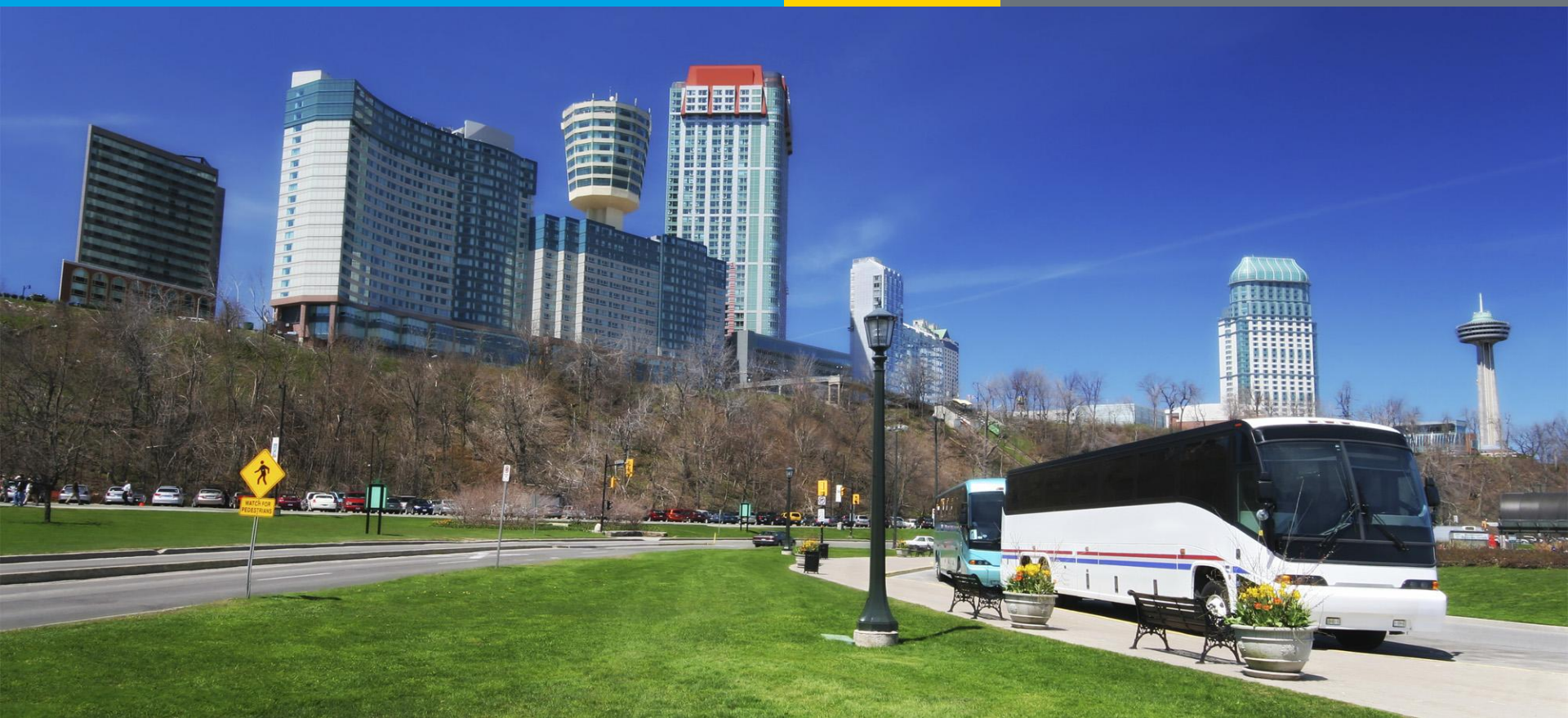


# HQ Communications Update

U.S. DEPARTMENT OF  
**ENERGY**

Energy Efficiency &  
Renewable Energy



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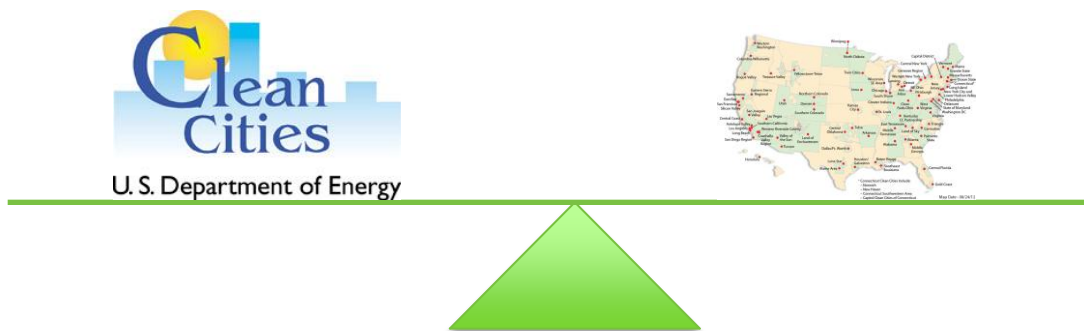
## What is branding?

- Promise to your stakeholders about your coalition and national program
- Logo and name are symbols of this trust
- Build by providing accurate, objective, helpful expertise



## It's All About Balance!

- If you refer to only the coalition...
  - Less likely to be identified with well-respected network
  - Diminishes the initiative's national impact
- If you refer to only the national initiative...
  - Decreases local awareness of coalition's accomplishments
- If you refer only to the host organization...
  - Minimizes stakeholder contributions to the coalition



## Everything Has Its Place

- National and local branding should strengthen each other!
- Use the national Clean Cities name/logo when referring to *national* events, webinars, publications, or projects.
- Use your coalition's name/logo when referring to *local* events, webinars, publications or projects.
- Never use the Clean Cities name/logo for legislative advocacy.
- Never use the DOE/EERE logos without specific permission.



## Don't Forget Your Roots

- If your coalition's name or logo doesn't refer to Clean Cities, you can:
  - Add a tagline to your name
  - Add a location to the generic Clean Cities logo
- Include mentions of and links to the national initiative on your website and in your materials



## The Five Ws to a Good Success Story

- Who: DOE funding and/or high coalition involvement
- What: Something that you are proud of
- When: Recentness of event, project completion, or reaching a milestone
- Why: Significant national impact, leveraging, benefits, relevance to non-petroleum DOE goals, lessons learned



## Fame and Fortune?

- Publications
  - Clean Cities Now
  - Blog / social media posts
  - EERE publications
- Video
  - Motorweek
  - Clean Cities TV
- Events
- Leadership awareness

**McShan Florist**



Watch how a Dallas, Texas, florist reduces emissions and saves money fueling delivery vans with compressed natural gas.

For information about this project, contact [Dallas-Fort Worth Clean Cities](#).

[QuickTime \(.mov\)](#)  
[Windows Media \(.wmv\)](#)  
[Video Download Help](#)

[Text version](#)

**MotorWeek** Provided by Maryland Public Television  
Television's Original Automotive Magazine

See more videos provided by [Clean Cities TV](#) and [FuelEconomy.gov](#).

**U.S. Department of Energy Office of Energy Efficiency and Renewable Energy** shared a link.  
September 11

The Southeast Program Autogas Development Program, a Clean Cities Recovery Act project, has deployed its 800th propane-powered vehicle, bringing the program more than two-thirds of the way to its end goal. Check out how the Muscogee County Sheriff's Office in Georgia has benefitted from this effort and how it expects to save taxpayers \$35,000-\$40,000 over the course of a year by converting vehicles to run on propane:

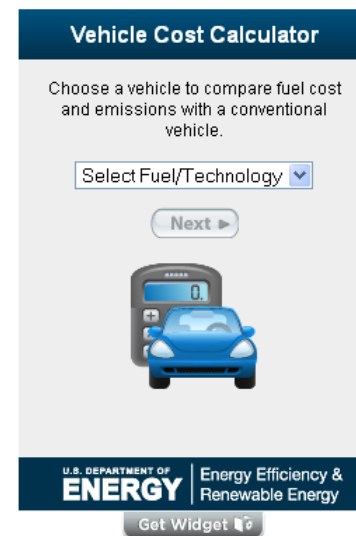
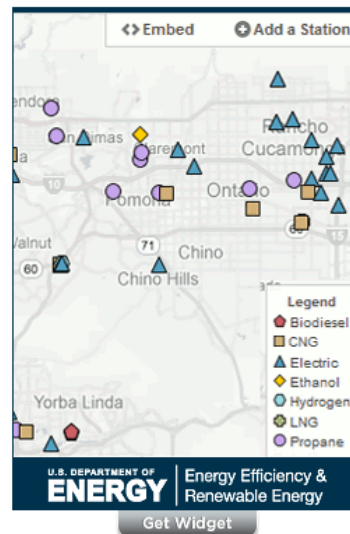
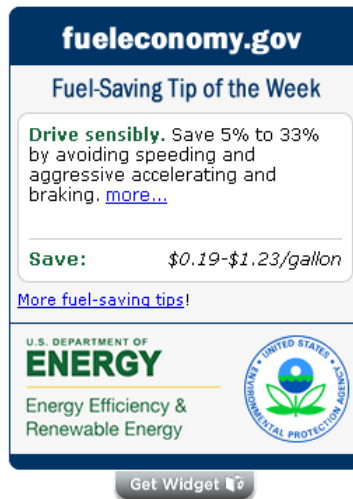


**Alternative Fuel Case Study: Muscogee County, GA**

The Muscogee County Sheriff's Office in Georgia has converted more than 30 vehicles to run on propane autogas, one of the most widely used alternative fuels

## What's a Widget?

- A “pocket-sized” version of our web tools
- Leverages existing resources
- Brings our tools to where people already are





## Why Widgets?

- Add custom functionality to your site with little programming
  - By location
  - By fuel
- Encourage local stakeholders to use them on their sites
- Point national stakeholders to the RFI

**Embed the Alternative Fueling Station Locator** ×

Embed the station locator using the results you are currently viewing as the default.

**HTML**

```
<iframe style="width: 100%; height: 580px; border: 1px solid #ccc;"  
src="http://www.afdc.energy.gov/locator/stations/widget/results?utf8=%E2%9C%93&  
location=20850&filtered=true&fuel=ELEC&owner=all&payment=all&  
amp;ev_level1=true&ev_level2=true&ev_dc_fast=true&radius_miles=5"  
frameborder="0" marginwidth="0" marginheight="0" scrolling="no"></iframe>
```

Copy and paste this HTML into your website.

**Customize**

Width: ☒ Auto width

Height:  px  
*Recommended: 500px or greater*

OR

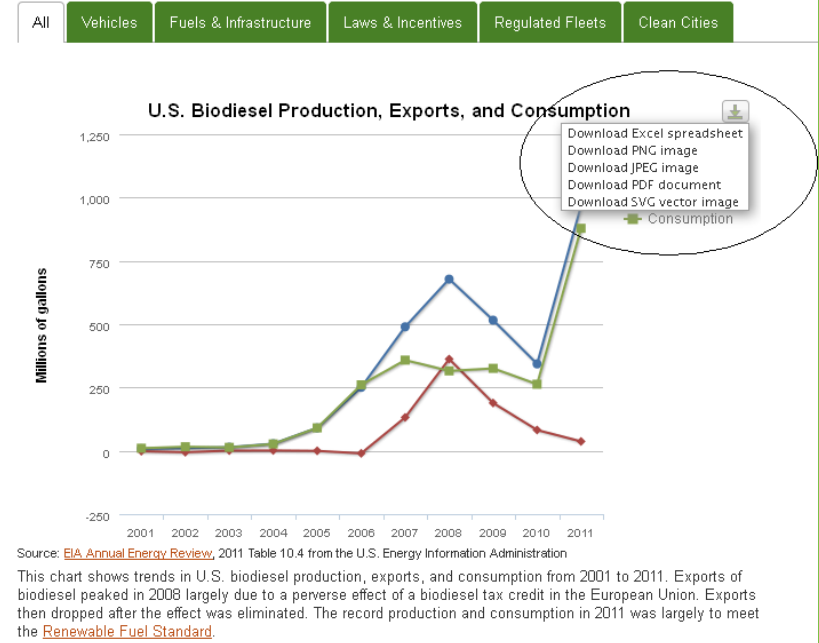
px  
*Recommended: 820px or greater*

## Liberate the Data!

- Current open data: Alt fuel station locator API, sets on AFDC and Clean Cities' websites
- New open data: Find-a-Car API, Advanced Vehicle Testing Activity
- Programmers can use data in ways we'd never expect!

### Maps and Data

Find maps and charts showing transportation data and trends related to alternative fuels and vehicles.





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